

## AGENDA # 2

City of Madison, Wisconsin

---

REPORT OF: URBAN DESIGN COMMISSION	<b>PRESENTED:</b> September 24, 2008
TITLE: 1127, 1291 North Sherman Avenue – Façade and Site Renovations for Conditional Use/Planned Commercial Site and Comprehensive Design Review of Signage. 12 <sup>th</sup> Ald. Dist. (11810)	<b>REFERRED:</b> <b>REREFERRED:</b> <b>REPORTED BACK:</b>
AUTHOR: William A. Fruhling, Acting Secretary	<b>ADOPTED:</b> <b>POF:</b>
DATED: September 24, 2008	<b>ID NUMBER:</b>

---

Members present were: Lou Host-Jablonski; Chair, Todd Barnett, Richard Slayton, Ald. Marsha Rummel, Ron Luskin, Dawn Weber, Bruce Woods, and John Harrington.

### **SUMMARY:**

At its meeting of September 24, 2008, the Urban Design Commission **REFERRED** façade and site renovations for a conditional use/planned commercial site and comprehensive design review of signage for a property at 1127 and 1291 North Sherman Avenue. Appearing on behalf of the project were Ed Freer, Brad Elmer and Michael Trego. Freer gave an overview of the project, stating that it involves aligning drives, enhancing landscaping, removing curb cuts, and other site improvement. He noted the owner's desire to relocate the driveway on Aberg Avenue to allow more options for improving the former bowling alley building and site. He also showed images of two monument signs being proposed for the Sherman Avenue frontage. Trego reviewed the proposed architectural changes to make the design of the center more cohesive.

Ald. Satya Rhodes-Conway stated that she is happy the shopping center is being improved, noting that she would like to preserve the opportunity for a mid-block crossing of Sherman Avenue. She also stated that relocating the Aberg Avenue driveway makes sense from an internal site circulation perspective, but she would like to discuss the impacts on the planned Aberg Avenue improvements with Traffic Engineering staff. She also would like to preserve the option for an infill building in the parking lot. Bill Fruhling distributed a letter from the Northside Planning Council expressing conditional support for the project. He also stated that Traffic Engineering staff is recommending that the driveway on Aberg not be relocated.

The Commission discussed the potential for a new building to be constructed in the future in the parking lot near Sherman Avenue, the amount of parking, and the size, location and configuration of the landscaped areas within the parking lot. The Commission also discussed the design of the monument signs, whether two signs were needed along Sherman Avenue, and whether some signage would be appropriate along Aberg Avenue.

### **ACTION:**

On a motion by Barnett, seconded by Rummel, the Urban Design Commission **REFERRED** facade and site renovations for a conditional use/planned commercial site and comprehensive design review of signage for a property at 1127 and 1291 North Sherman Avenue to address the following items:

1. That alternatives for larger tree islands be explored and a soils study be done to understand if stormwater infiltration is possible and desirable;
2. That the Urban Design Commission's strong support for the relocated driveway on Aberg Avenue be communicated to the Traffic Engineering Division;
3. That only one pylon sign, readable from both sides, be provided along Sherman Avenue, and that one sign, of some kind, be considered along Aberg Avenue;
4. That any pylon signs be studied regarding the number of tenant panels (including the one with leasing information) and specific information be provided regarding their locations.

The motion passed on a vote of (8-0).

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 6, 6, 6, 7, 7, 7, 7 and 7.

**URBAN DESIGN COMMISSION PROJECT RATING FOR: 1127, 1291 North Sherman Avenue**

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
<b>Member Ratings</b>	-	-	6	-	-	7	7	7
	7	6	7	5	-	8	7	7
	6	5	6	-	6	6	6	6
	7	5	6	6	7	8	7	7
	6	6	6	-	6	7	7	6
	6	5	6	-	5	6	6	6
	7	-	7	-	-	7	-	7
	6	6	6	7	8	7	6	7

General Comments:

- Revitalizing this suburban style mall is very welcome. New Aberg entry has internal site logic, Traffic Engineering should look at again. Recommend one pylon sign on Sherman and one on Aberg. Can reduce parking lot dramatically, add trees and potential new infill.
- Finally – great improvements for a visually depressing site. Look at bioretention areas at catch basins if soils allow.
- Great improvements! Reduce parking, add green for even greater success!
- Dedicated pedestrian access excellent. Review pedestrian route to 1921 North Sherman to activate entry.
- Prefer relocation of this Aberg curb cut. Increased number of major tree species.
- Vast improvement to this parking wasteland. Strongly support the change to curb cut location at Aberg as a much better urban design solution.